

## CLAIMS

1. An image pickup apparatus comprising:  
photographic means for photographing a subject;  
directory creation means for creating directories according to shooting situations selected from multiple predetermined types of shooting situation;  
assigning means for assigning image data produced by the photographic means as a result of photography to the directories according to the selected shooting situations;  
attaching means for attaching identification information to the image data according to the selected shooting situations; and  
storage means for storing the image data to which the identification information is attached, together with an application program of one or more specified applications so as to associate the image data with the applications.
2. The image pickup apparatus according to claim 1, wherein, when desired ones of the shooting situations are selected, the assigning means assigns all image data obtained sequentially as a result of photography by the photographic means to directories corresponding to the shooting situations.
3. The image pickup apparatus according to claim 1, wherein

after all the shooting situations are selected, the one or more applications can select from among ones according to said selected shooting situations .

4. The image pickup apparatus according to claim 1, comprising:  
selection means for selecting the shooting situations from the multiple types of shooting situation; and  
display means for displaying marks and/or characters according to the shooting situations being selected sequentially, in synchronization with selection operation by the selection means.

5. The image pickup apparatus according to claim 1, wherein the attaching means attaches time information which represents shooting date/time for the photographic means and image recording information which represents conditions specified for the image constituted of the image data to the image data together with the identification information.

6. The image pickup apparatus according to claim 1, wherein the attaching means attaches location information which represents a shooting location for the photographic means and image recording information which represents conditions specified for the image constituted of the image data to the image data together with the identification information.

7. A recording method comprising:

a first step of creating directories according to shooting situations selected from multiple predetermined types of shooting situation;

a second step of assigning image data produced as a result of photographing subjects to the directories according to the selected shooting situations;

a third step of attaching identification information to the image data according to the selected shooting situations; and

a fourth step of storing the image data to which the identification information is attached, together with an application program of one or more specified applications so as to associate the image data with the applications.

8. The recording method according to claim 7, wherein,

when desired ones of the shooting situations are selected, the second step assigns all image data obtained sequentially as a result of photography to directories corresponding to the shooting situations.

9. The recording method according to claim 7, wherein

in the fourth step, after all the shooting situations are selected, the one or more applications can select from among ones according to said selected shooting situations.

10. The recording method according to claim 7, wherein  
when selecting the desired shooting situations from the  
multiple types of shooting situation, the first step displays  
marks and/or characters according to the shooting situations  
being selected sequentially.

11. The recording method according to claim 7, wherein  
the third step attaches time information which represents  
shooting date/time and image recording information which  
represents conditions specified for the image constituted of the  
image data to the image data together with the identification  
information.

12. The recording method according to claim 7, wherein  
the third step attaches location information which  
represents a shooting location and image recording information  
which represents conditions specified for the image constituted  
of the image data to the image data together with the  
identification information.